

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Nov 2007	Nov 2008	% Change	Nov 2007	Nov 2008	% Change	Nov 2007	Nov 2008	% Change	Nov 2007	Nov 2008	% Change	Nov 2007	Nov 2008	% Change
Apache	51.6%	41.2%	-20.1%	\$68.14	\$71.40	4.8%	\$35.14	\$29.43	-16.2%	15,345	12,268	-20.1%	29,760	29,760	0.0%
Cochise	61.3%	54.3%	-11.5%	\$67.04	\$66.99	-0.1%	\$41.12	\$36.36	-11.6%	50,259	49,720	-1.1%	81,930	91,620	11.8%
Coconino	51.3%	45.4%	-11.5%	\$69.82	\$69.27	-0.8%	\$35.80	\$31.43	-12.2%	156,942	141,550	-9.8%	306,090	312,000	1.9%
Gila	57.8%	46.3%	-19.9%	\$69.10	\$66.87	-3.2%	\$39.96	\$30.97	-22.5%	19,673	15,754	-19.9%	34,020	34,020	0.0%
Graham		41.7%			\$73.20			\$30.51			6,703			16,080	
Greenlee		N/A			N/A			N/A			N/A			N/A	
La Paz		N/A			N/A			N/A			N/A			N/A	
Maricopa	66.1%	55.3%	-16.4%	\$123.54	\$120.63	-2.4%	\$81.69	\$66.69	-18.4%	1,018,923	908,839	-10.8%	1,540,890	1,643,910	6.7%
Mohave	51.3%	48.7%	-5.2%	\$66.90	\$62.75	-6.2%	\$34.35	\$30.53	-11.1%	65,417	61,696	-5.7%	127,410	126,810	-0.5%
Navajo	57.5%	44.7%	-22.2%	\$56.01	\$60.06	7.2%	\$32.18	\$26.85	-16.6%	56,949	45,741	-19.7%	99,120	102,300	3.2%
Pima	64.6%	56.2%	-13.0%	\$99.75	\$95.42	-4.3%	\$64.47	\$53.65	-16.8%	293,493	261,158	-11.0%	454,110	464,460	2.3%
Pinal	63.2%	54.9%	-13.0%	\$73.38	\$69.91	-4.7%	\$46.35	\$38.40	-17.2%	27,607	25,491	-7.7%	43,710	46,410	6.2%
Santa Cruz	61.6%	52.8%	-14.2%	\$74.57	\$70.50	-5.5%	\$45.91	\$37.22	-18.9%	17,711	15,190	-14.2%	28,770	28,770	0.0%
Yavapai	59.4%	51.0%	-14.2%	\$121.55	\$118.27	-2.7%	\$72.22	\$60.32	-16.5%	83,169	73,196	-12.0%	139,980	143,520	2.5%
Yuma	62.9%	58.5%	-7.0%	\$77.02	\$76.47	-0.7%	\$48.46	\$44.77	-7.6%	56,180	58,885	4.8%	89,280	100,590	12.7%

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County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change
Apache	61.9%	60.6%	-2.1%	\$71.85	\$78.43	9.2%	\$44.46	\$47.49	6.8%	205,012	200,644	-2.1%	331,328	331,328	0.0%
Cochise	74.0%	65.6%	-11.4%	\$63.47	\$68.36	7.7%	\$47.00	\$44.86	-4.5%	653,835	638,683	-2.3%	883,103	973,180	10.2%
Coconino	67.1%	67.3%	0.3%	\$83.45	\$87.29	4.6%	\$55.97	\$58.72	4.9%	2,330,916	2,366,545	1.5%	3,475,694	3,518,093	1.2%
Gila	71.5%	61.0%	-14.7%	\$71.48	\$71.46	0.0%	\$51.09	\$43.57	-14.7%	257,450	230,901	-10.3%	360,212	378,756	5.1%
Graham		N/A			N/A			N/A			N/A			N/A	
Greenlee		N/A			N/A			N/A			N/A			N/A	
La Paz		N/A			N/A			N/A			N/A			N/A	
Maricopa	68.3%	60.8%	-10.9%	\$122.92	\$127.74	3.9%	\$83.92	\$77.67	-7.4%	11,647,930	10,809,507	-7.2%	17,061,639	17,777,532	4.2%
Mohave	59.1%	58.1%	-1.8%	\$72.21	\$69.80	-3.3%	\$42.67	\$40.52	-5.0%	838,160	819,924	-2.2%	1,418,498	1,412,438	-0.4%
Navajo	65.2%	61.8%	-5.1%	\$63.13	\$67.34	6.7%	\$41.14	\$41.62	1.2%	719,049	692,228	-3.7%	1,103,536	1,119,898	1.5%
Pima	67.9%	63.0%	-7.3%	\$101.84	\$102.60	0.7%	\$69.17	\$64.62	-6.6%	3,429,558	3,236,961	-5.6%	5,049,160	5,139,129	1.8%
Pinal	66.1%	62.3%	-5.7%	\$75.68	\$77.84	2.9%	\$50.02	\$48.53	-3.0%	321,677	315,420	-1.9%	486,638	505,898	4.0%
Santa Cruz	70.3%	63.0%	-10.4%	\$72.20	\$73.07	1.2%	\$50.76	\$46.01	-9.4%	225,206	201,680	-10.4%	320,306	320,306	0.0%
Yavapai	68.4%	64.8%	-5.2%	\$122.64	\$123.64	0.8%	\$83.86	\$80.13	-4.4%	1,049,438	1,011,966	-3.6%	1,534,776	1,561,564	1.7%
Yuma	67.7%	59.6%	-12.0%	\$77.48	\$78.34	1.1%	\$52.45	\$46.69	-11.0%	625,485	649,055	3.8%	923,974	1,089,046	17.9%

n/a= not available

\* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.